

## Identifiers pre-election discourse direct target

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### Abstract

This article discusses the most common names of individuals and groups, identifying a political opponent within a pre-election discourse. The special character of a pre-election discourse targeting, namely the prevalence of appeals for a mass and a group target, dictates the need of inclusion the naming of groups in the naming of a person who represent the destination as a combined group of individuals. The technique of name functioning peculiarities determination for a pre-election discourse is presented. The correlation between a pre-election text genre and the functioning of a person and a group of persons is established. During a comprehensive analysis of a person naming operating in the pre-election discourse, the ratings of lexical-semantic groups are determined according to nominative fractionality and the frequency for further identification of the test units functioning. The calculation of lexeme amount in each lexical-semantic group of an individual and a group naming determines the ranking of LSG nominative fractionality, the calculation of appeals amount - The frequency rate. A lexical-semantic characteristic of a person and a group names is presented according to public relations, the belonging to a narrow community and the belonging to the privileged layers of society. The ranking of groups according to nominative and fractionality and frequency allowed to present a generic portrait of a pre-election discourse direct recipient.

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### Keywords

Discourse, Lexical-semantic group, Nomination, Pre-election discourse, Recipient, The name of a person